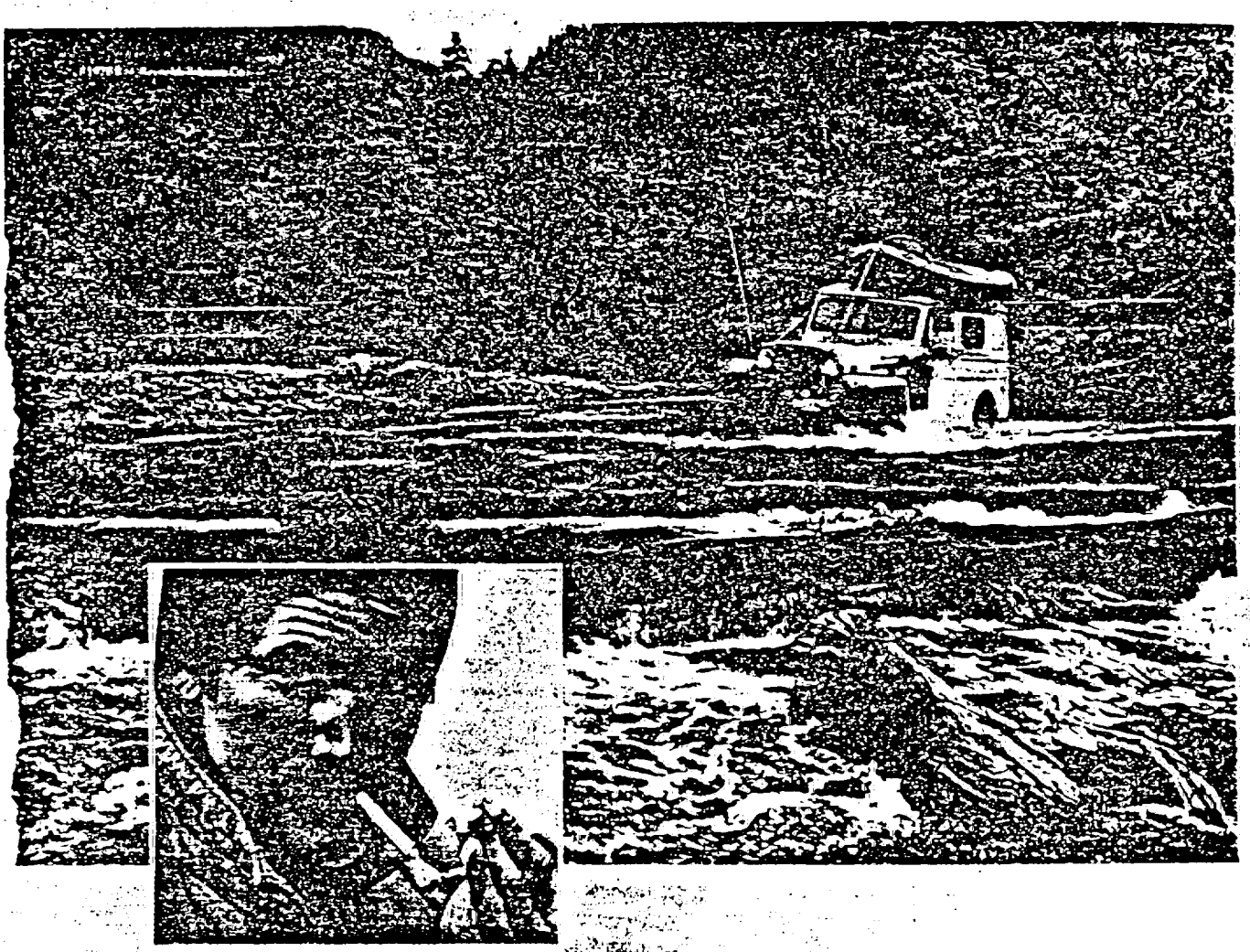

"Low tar Real tastes strong enough to satisfy... cool enough to refresh."

The strong tasting low tar menthol.

Only 8mg tar.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MENTHOL: 8 mg. "tar", 0.6 mg. nicotine av. per cigarette, FTC Report MAY '78.

Road & Track, 10/78

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Source: https://www.industrydocuments.ucsf.edu/docs/xxmk0000